

REMARKS

In accordance with the foregoing, claims 1, 7-9, 11-13, 16-18, 20 and 21 have been amended and claim 19 has been cancelled without prejudice or disclaimer. Claims 22-24 have been added and are somewhat similar to claim 18. Claims 1-18 and 20-24 are pending and under consideration. Reconsideration of claims 1-18 and 20-24 is respectfully requested.

I. REJECTION OF CLAIMS 20 AND 21 UNDER 35 U.S.C. § 112, SIXTH PARAGRAPH:

As mentioned above, claims 20 and 21 have been amended. Therefore, withdrawal of the § 112 rejection of claims 20 and 21 is respectfully requested.

II. REJECTION OF CLAIMS 18 AND 19 UNDER 35 U.S.C. § 103(a) AS BEING UNPATENTABLE OVER NG (US PATENT NO. 6,405,175B1):

As previously mentioned above, claim 19 has been cancelled without prejudice or disclaimer. Claim 18 is amended to include the limitations of claim 19.

The present invention as recited in the amended claim 18, relates to a product information registering method for making registration of information about a related product that could be bought together with a product bought by a user who operates a terminal via a network comprising "entering given items of combination information by a the terminal of the user", "sending the given items of combination information to a server" and "causing the user to receive a reward based on a number of times a purchase of a related product has been made".

Ng discloses in FIG. 2, a website which allows users to search a product /price database. The database contains product and price information collected from a wide variety of online and offline stores and malls (see column 13, lines 24-26). This information includes a lowest price for the product and an online store or supplier that is selling the product at that price (see column 5, lines 31-34). The information is collected and corrected by submitting users who are rewarded for product submissions (see column 6, lines 7-8). A submitting user inputs data on new product, price, supplier, or rating information through an online form (see column 7, lines 62-65). Therefore, when other consumers search the database and find the product, the submitting user is rewarded.

However, Ng does not disclose "entering given items of combination information by a the terminal of the user", "sending the given items of combination information to a server" and

“causing the user to receive a reward based on a number of times a purchase of a related product has been made” as recited in claim 18. Therefore, it is respectfully submitted that the teachings of Ng are fundamentally different from the present invention.

Accordingly, claim 18 is deemed allowable. Therefore, withdrawal of the rejection of claim 18 under § 103(a) is respectfully requested.

III. REJECTION OF CLAIMS 1-10, 11-15, 17, 20 AND 21 UNDER 35 U.S.C. 103(a) AS BEING UNPATENTABLE OVER JACOBI ET AL. (2001/00291 A1; HEREINAFTER JACOBI) IN VIEW OF NG:

The present invention as recited in claim 1, relates to a product information supply method for supplying a terminal of a user who desires to purchase a product via a network with information about a related product that could be bought together with said product, the method comprising “receiving combination information about combinations of products from a terminal of a person who has bought the products” and “searching the database in response to inquiry information about the combination information”.

In addition, the present invention as recited in claim 13, relates to a product information acquiring method for acquiring information about a related product that could be bought together with a product bought by a user who operates a terminal via a network, comprising “sending inquiry information about combination information concerning a combination of a product and a related product to a server...that has been registered by a person who has bought the product” and “outputting, from the server, corresponding combination information extracted from the database”.

The present invention also relates to a computer readable medium storing a method for supplying a user who operates a terminal to purchase a product via a network, as recited in claim 20.

Jacobi discloses in FIG. 1, a recommendation service for generating personalized recommendations of items based on the collective interests of a community of users. These recommendations are generated without the need for the user or any other users, to rate items. The recommended items are identified using a previously-generated table which maps individual items to lists of similar items (see paragraph [0011]). For example, if there are three items known to be of interest to the user (such as three items the user recently purchased), the service may retrieve the similar items lists for these three items from the table and combine these lists.

Also, Jacobi discloses a recommendation service using current contents of a user's

shopping cart online as inputs to the recommendation service to produce recommendations that are correlated to the short-term interest of the user. For example, if the user is searching for books on a particular topic, additional books involving the same or similar topics are recommended (see [0017]).

However, neither Jacobi nor Ng, individually or combined, disclose “receiving combination information about combinations of products from a terminal of a person who has bought the products” and “searching the database in response to inquiry information about the combination information”, as recited in claim 1.

The foregoing references relied upon, individually or combined, also fail to disclose “sending inquiry information about combination information concerning a combination of a product and a related product to a server...that has been registered by a person who has bought the product” and “outputting, from the server, corresponding combination information extracted from the database”, as recited in claim 13.

In addition, the foregoing references relied upon, individually or combined, fail to disclose all of the features recited in claims 20 and 21.

Therefore the combination of Jacobi and Ng fails to establish a prima facie case of obviousness. Accordingly, claims 1-10, 11-15, 17, 20 and 21 patentably distinguish over the combination of Jacobi and Ng. Thus, withdrawal of the § 103(a) rejection of claims 1-10, 11-15, 17, 20 and 21 is respectfully requested.

IV. CONCLUSION:

In view of the foregoing amendments and remarks, it is respectfully submitted that each of the claims patentably distinguishes over the prior art, and therefore, defines allowable subject matter. A prompt and favorable reconsideration of the rejection along with an indication of allowability of all pending claims are therefore respectfully requested.

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If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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